

**SITE PLAN COMMITTEE  
NOVEMBER 28, 2000**

**1. ROLL CALL**

The meeting was called to order at 4:03 p.m. Committee members present were Chair Jeff Evans, Vice-Chair James Marcellino, Sam Engel, Jr., and Councilmember Judy Paul. Also present were Planner Scott McClure and Board Secretary Janet Gale recording the meeting. James Aucamp, Jr. was absent.

**2. SIGNAGE**

**2.1 S 10-3-00, Not Just Books, 6211 SW Orange Drive (B-2, Western Theme)**

As the applicant was not present, Mr. Engel made a motion, seconded by Vice-Chair Marcellino, to defer this item to later in the meeting. In a voice vote, with Mr. Aucamp being absent, all voted in favor. **(Motion carried 4-0)**

**2.2 S 10-4-00, Mary Beth Quilting Patch, 6425 Orange Drive (B-2)**

As the applicant was not present, Vice-Chair Marcellino made a motion, seconded by Councilmember Paul, to defer this item to later in the meeting. In a voice vote, with Mr. Aucamp being absent, all voted in favor. **(Motion carried 4-0)**

**2.3 S 11-2-00, U Store It/Griffiths Center, 13290 State Road 84 (B-3)**

Michael Srdello, representing the petitioner, was present. Mr. McClure read the planning report (Planning and Zoning Division's recommendation: approval).

Mr. Srdello provided a color rendering and stated that in relation to the size of the building, the proposed monument sign was small in scale. He advised that it was designed in accordance with the architecture of the building and was free-standing in order to be visible from State Road 84. Councilmember Paul took issue with his statement and indicated that she had observed a clear view of the present signage when driving east on State Road 84 which was the road you would have to be on in order to access the property. Chair Evans noted that the plans indicated that there was a cluster of palm trees located near the area where the sign was to be installed. Mr. Srdello assured the Committee that he would not be removing palm trees in order to obtain signage visibility. Councilmember Paul inquired if the petitioner intended to apply for signage on the west side of the building at some time in the future. Mr. Srdello responded negatively stating that "this was it" and that he had checked to see if a sign was allowed on the west side, and was informed that it was not permitted. Councilmember Paul asked if the sign had to be done in the colors as presented. Mr. Srdello stated that the colors matched the building and the client's logo.

Vice-Chair Marcellino made a motion, seconded by Mr. Engel, to approve based on the fact that there would be no palm trees moved to accommodate the sign and that the sign would meet all the necessary setbacks as required by the Town's Code. In a roll call vote, the vote was as follows: Chair Evans - yes; Vice-Chair Marcellino - yes; Mr. Aucamp - absent; Mr. Engel - yes; Councilmember Paul - no. **(Motion carried 3-1)**

**2.4 S 11-3-00, The Shops at Stirling Place, 6851 Stirling Road (B-1, B-2, and R-2)**

As the applicant was not present, Vice-Chair Marcellino made a motion, seconded by Mr. Engel, to defer this item to later in the meeting. In a voice vote, with Mr. Aucamp being absent, all voted in favor. **(Motion carried 4-0)**

**SITE PLAN COMMITTEE  
NOVEMBER 28, 2000**

**2.5 S 11-4-00, Champagne Graphics, 4486 SW 64 Avenue (B-2, Western Theme)**

Judith Felchner, representing the petitioner, was present. Mr. McClure read the planning report (Planning and Zoning Division's recommendation: approval). He indicated that the Community Redevelopment Agency (CRA) had submitted an approval with the suggestion that the word "Champagne" be written in a more Western Theme font. Ms. Felchner explained that the lettering was a duplicate of her logo of six years and it needed to be consistent; however, the remainder of the sign was designed to conform with Western Theme requirements. Ms. Felchner answered technical questions that the Committee asked regarding materials, location, mountings and dimensions. She further clarified that the colors were to be gold, blue and white.

Vice-Chair Marcellino made a motion, seconded by Councilmember Paul, to approve the sign as presented in colors gold, blue and white. In a roll call vote, the vote was as follows: Chair Evans - yes; Vice-Chair Marcellino - yes; Mr. Aucamp - absent; Mr. Engel - yes; Councilmember Paul - yes. **(Motion carried 4-0)**

**2.6 S 11-5-00, Martin Square (Directory Sign), 4400 Weston Road (BP)**

As the applicant was not present, Vice-Chair Marcellino made a motion, seconded by Mr. Engel, to defer this item to later in the meeting. In a voice vote, with Mr. Aucamp being absent, all voted in favor. **(Motion carried 4-0)**

Later in the meeting, Councilmember Paul made a motion, seconded by Vice-Chair Marcellino, to table to December 12, 2000. In a roll call vote, the vote was as follows: Chair Evans - yes; Vice-Chair Marcellino - yes; Mr. Aucamp - absent; Mr. Engel - yes; Councilmember Paul - yes. **(Motion carried 4-0)**

**3. SITE PLAN MODIFICATION**

**3.1 SP 6-6-00, Jasmine Lakes - Phase II, 4701 SW 62 Avenue (RM-16) (tabled from August 22, 2000)**

Mr. McClure recommended that this item be tabled to December 12, 2000.

Vice-Chair Marcellino made a motion, seconded by Councilmember Paul, to table to December 12, 2000. In a voice vote, with Mr. Aucamp being absent, all voted in favor. **(Motion carried 4-0)**

**2.1 S 10-3-00, Not Just Books, 6211 SW Orange Drive (B-2, Western Theme)**

Paula Anderson, representing the petitioner, was present. Mr. McClure read the planning report (Planning and Zoning Division's recommendation: approval) He indicated that the CRA had recommended approval.

Vice-Chair Marcellino made a motion, seconded by Mr. Engel, to approve. In a roll call vote, the vote was as follows: Chair Evans - yes; Vice-Chair Marcellino - yes; Mr. Aucamp - absent; Mr. Engel - yes; Councilmember Paul - yes. **(Motion carried 4-0)**

**2.2 S 10-4-00, Mary Beth Quilting Patch, 6425 Orange Drive (B-2)**

Paula Anderson, representing the petitioner, was present. Mr. McClure read the planning report (Planning and Zoning Division's recommendation: approval). He indicated that the CRA had recommended approval based on the lettering qualifying under the

**SITE PLAN COMMITTEE  
NOVEMBER 28, 2000**

Western Theme requirements. Mr. Engel indicated that in his opinion, the lettering, other than the words "Mary Beth," met with the Western Theme style. Vice-Chair Marcellino questioned how the patches on the quilt were to be delineated. Ms. Anderson clarified that a subtle gray line would be used to depict the patches.

Vice-Chair Marcellino made a motion, seconded by Mr. Engel, to approve. In a roll call vote, the vote was as follows: Chair Evans - yes; Vice-Chair Marcellino - yes; Mr. Aucamp - absent; Mr. Engel - yes; Councilmember Paul - yes. **(Motion carried 4-0)**

2.4 S 11-3-00, The Shops at Stirling Place, 6851 Stirling Road (B-1, B-2, and R-2)

Michael Janoura and Dan Duncam, representing the petitioner, were present. Mr. McClure read the planning report (Planning and Zoning Division's recommendation: approval subject to the conditions as outlined in the report).

Mr. Janoura indicated that originally, four signs had been planned; however, one had been eliminated leaving the center's identification sign and two tenant directory signs. He added that he was requesting an exception for ten of the "box signs" on the buildings since they had to be modified to accommodate national tenant's logos. Mr. Janoura explained that the frame material and dimensions would be the same; however, the business logo would be individualized.

Councilmember Paul inquired if the tenant directory signs would also display individual logos. Mr. Janoura discussed that option and concluded that he would require that the tenant logos on the directory signs be restricted in color.

As architect for the project, Mr. Duncam discussed the technical details of the materials and color shading, font distinction, and the prospect of maintaining consistency while allowing some individual latitude. After a lengthy discussion, it was agreed that consistency would be maintained in the frame, dimension, and color of the box signs for non-national tenants and to allow them latitude to select the font for their lettering.

Vice-Chair Marcellino made a motion, seconded by Mr. Engel, to approve based on the following: 1 - that the applicant would be allowed to have ten national tenants utilize their own national logo on the signs attached to the building; 2 - all other tenants would be restricted to the colors already approved by this Committee, specifically, three shades of blue; 3 - that non-national tenants would be allowed to include their logo on the sign attached to the building so long as all signs were consistent in color, border and shape; 4 - that all tenants, national and non-national, would utilize the approved colors on the tenant directory signs, ground mounted; 5 - that all multi-bay tenants would be allowed the latitude of utilizing the other attached building signs for ancillary purposes; 6 - based on staff's recommendation, that all ground signs would be installed prior to final landscape inspection for the entire site. In a roll call vote, the vote was as follows: Chair Evans - yes; Vice-Chair Marcellino - yes; Mr. Aucamp - absent; Mr. Engel - yes; Councilmember Paul - yes. **(Motion carried 4-0)**

Mr. McClure advised that there was a "walk on" revision to MSP 11-2-00 and MSP 11-3-00, Pointe West Center and Davie Center, and requested that these master plan revisions be addressed by the Committee. He explained that there was a rezoning issue associated with this project and that the applicant would like to have both matters addressed by the Town Council simultaneously.

**SITE PLAN COMMITTEE  
NOVEMBER 28, 2000**

Vice-Chair Marcellino made a motion, seconded by Councilmember Paul, to add these items to the agenda. In a voice vote, with Mr. Aucamp being absent, all voted in favor. (Motion carried 4-0)

**3.2 MSP 11-2-00 and MSP 11-3-00, Pointe West Center and Davie Center, 4300 Weston Road (ICW North) and 4400 Weston Road (ICW South) (Commercial)**

Werner Vaughan, representing the petitioner, was present. Having the Committee's consent, Mr. McClure deferred reading the planning report to Mr. Vaughan's presentation of the changes which were to be made to the approved master site plan.

Utilizing the assistance of a plat map, Mr. Vaughan pointed out that parcel "C" of ICW North had been designated as a restaurant/retail parcel and was to be converted to a lake parcel. At the ICW South site, they intended on filling in a three-acre lake and proposed to locate a Rick Chase Honda Dealership of approximately nine acres which would also utilize the adjacent parcel to the east. Mr. Vaughan pointed out that the Pointe West Drive cal-du-sak would be extended further to the east in order to accommodate the Honda dealership.

Mr. Engel inquired if they were making up for the loss of the three-acre lake by adding one to the north side. Mr. Vaughan replied affirmatively and indicated that this proposed plan had been approved by Broward County in terms of water management. There was a brief discussion on how the lake relocation would impact the "flighted population" with Councilmember Paul inquiring if there was a proposed grassy embankment to the new lake site. Mr. Vaughan responded that the plans were not finalized; however, he anticipated that a grassy embankment would work in conjunction with the function of "surface storage" of the lake.

Vice-Chair Marcellino inquired on a staff recommendation which regarded landscaping plans for the canal right-of-way. Mr. McClure clarified that there would be a landscape plan presented upon processing the site plan and that this was strictly for the approval of the amended master plan.

Vice-Chair Marcellino made a motion, seconded by Mr. Engel, to approve the amendment to the master plan, disregarding staff's recommendation number one, specifically, the submittal of a landscape plan which would be provided at a later date; however, to include number two of staff's recommendation which was the final approval by the Town Council of the rezoning request associated with this application. In a roll call vote, the vote was as follows: Chair Evans - yes; Vice-Chair Marcellino - yes; Mr. Aucamp - absent; Mr. Engel - yes; Councilmember Paul - yes. **(Motion carried 4-0)**

**4. OLD BUSINESS**

Chair Evans commented that one of the earlier sign applications reminded him that there were suppose to be improvements made to the buildings on the northeast corner of Orange Drive and Davie Road and that in two years, nothing had been done. Mr. Engel recalled that Broward County Department of Transportation (DOT) had compensated the property owners to make certain changes. He suggested that an ordinance be drafted to demand that if DOT compensated them to do something, then it needed to be done or they would not receive any approvals for signs or anything else from the Town. Councilmember Paul acknowledged that this was a problem and she indicated that Council was presently dealing with a case where monies were received and now they wanted to do something different rather than what they were supposed to do.

**SITE PLAN COMMITTEE  
NOVEMBER 28, 2000**

Chair Evans emphasized that this was a significant corner as it was a starting point of the Western Theme District where the CRA was investing money on a streetscape plan to improve the appearance of Davie Road. The Committee agreed with his sentiment.

**5. NEW BUSINESS**

There was no new business discussed.

**6. COMMENTS AND/OR SUGGESTIONS**

There were no comments and/or suggestions made.

**7. ADJOURNMENT**

Mr. Engel motioned to adjourn. As there were no objections, the meeting was adjourned at 5:05 p.m.

Date Approved: \_\_\_\_\_

\_\_\_\_\_  
Chair/Committee Member